

Reducing Injury in Indiana: Promoting Indiana's Injury Prevention Resource Guide

Department of Communication Studies

IUPUI

**INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS**

Background

- 17 topics
- Electronic Format
- Anticipated Completion: June

PREVENTING INJURIES IN INDIANA



INJURY PREVENTION RESOURCE GUIDE
2015 EDITION

The Team

- Maria Brann, PhD, MPH
- Graduate-level course
Health Communication Dissemination
- Graduate students
 - Applied Communication, MA
 - Health Communication, PhD



Project Goals

- Develop a strategic communication plan
- Present a strategic communication plan

Strategic communication:

The right message

through the right media

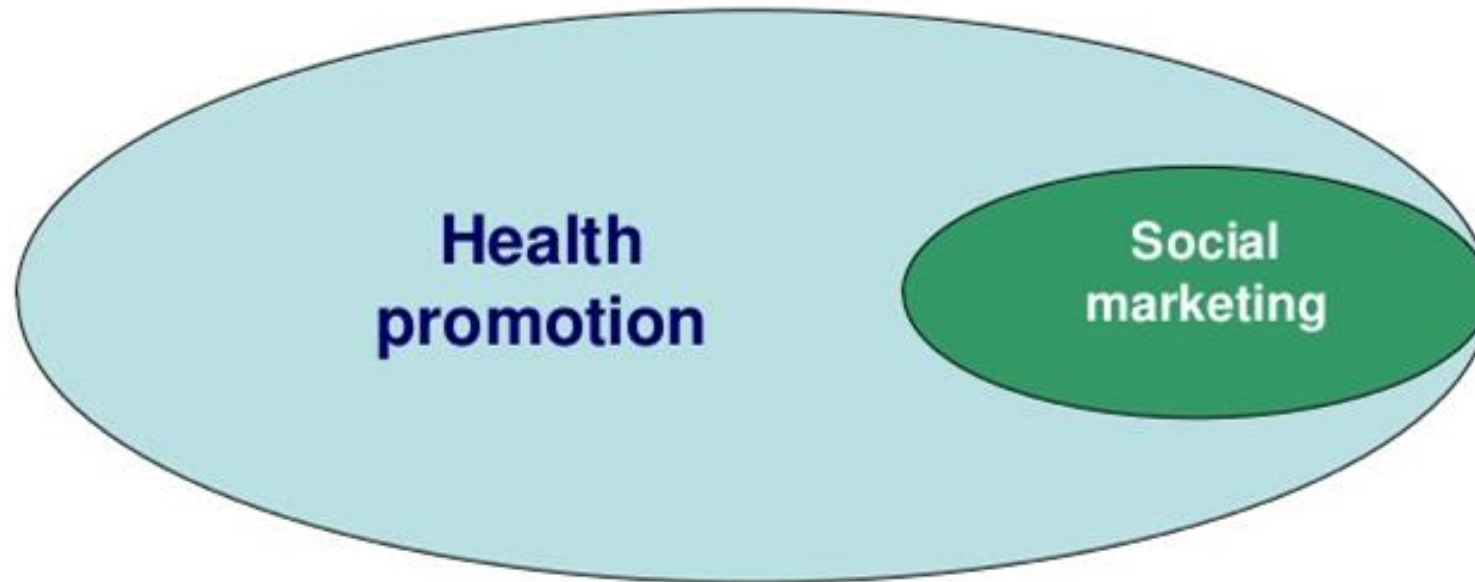
to the right audience

at the right time

and with the right effect.



Approach



Approach



Target Audiences

- Department of Child Services (DCS)
- Emergency Departments (EDs)
- Injury Prevention Advisory Council (IPAC)





04/2015
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DCS

STRATEGIC COMMUNICATION PLAN



Prepared for the Indiana State Department of Health: Injury Prevention Resource Guide

Purpose

- Injury is the leading cause of death in Indiana among people ages 1-44 (CDC, 2012).
- In 2013, there were 4,409 injury deaths in Indiana (ISDH, 2015).
- Unintentional injury is the leading cause of death among people ages 1-14 (CDC, 2013).
- According to DHHS (2012), 1,593 of child deaths were due to maltreatment.

Focus

- The Injury Prevention Resource Guide gives DCS easy access to information relevant to helping Indiana families.

DCS



04/2015
DCS
STRATEGIC COMMUNICATION PLAN



Prepared for the Indiana State Department of Health: Injury Prevention Resource Guide

Target Audience

- DCS regional managers
- DCS family case managers



The main objectives for the communication dissemination plan for DCS can be evaluated with the following SMART goals:

- More than 30% of DCS employees accessing the digital resource guide within the first two months of dissemination.
- More than 60% of DCS employees accessing the digital resource guide within the first four months of dissemination.

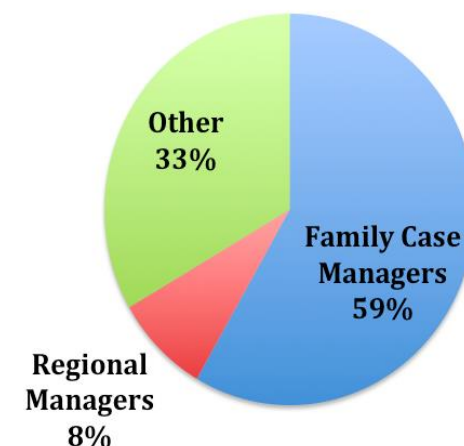
Formative Research Process

Initial research included interviews with five key informants.

Interviews completed with:

- Family case manager
- Office manager
- County manager
- Regional manager
- Community partner

Research for messaging and channel preferences was conducted with an online survey.



Interview Results

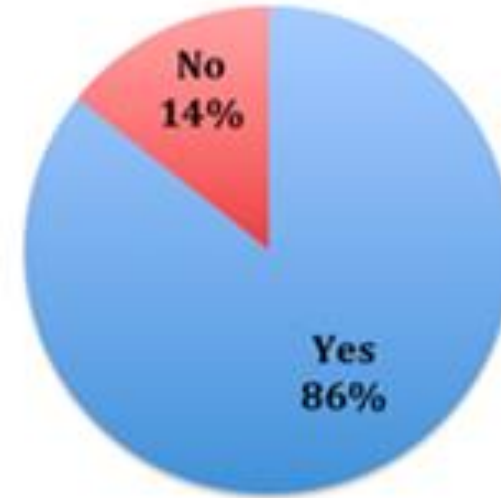
- Information can be helpful for discussion and preparation for trainings, meetings, and public addresses.
- Employees recommended digital dissemination.

Key Benefit

- For regional managers:
 - Make work more efficient
 - Make the Indiana-specific information relevant, accessible, and convenient
- For family case managers:
 - Improve relationship between DCS and foster/adoptive parents
 - Make the Indiana-specific information relevant, accessible, and convenient

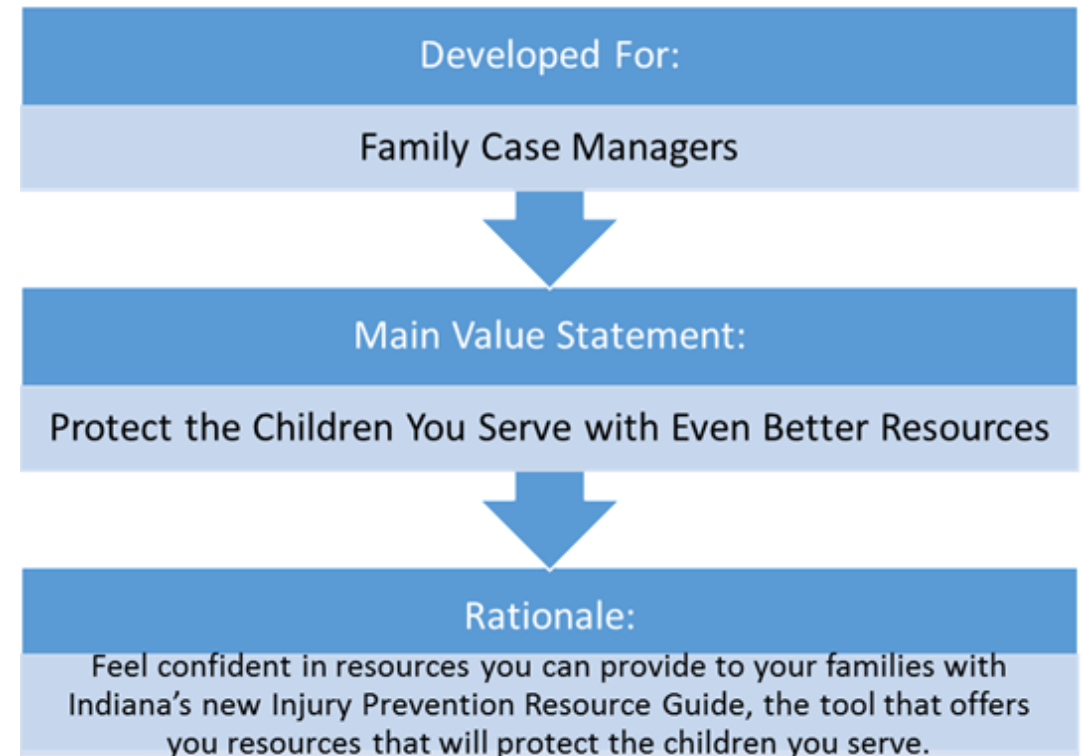
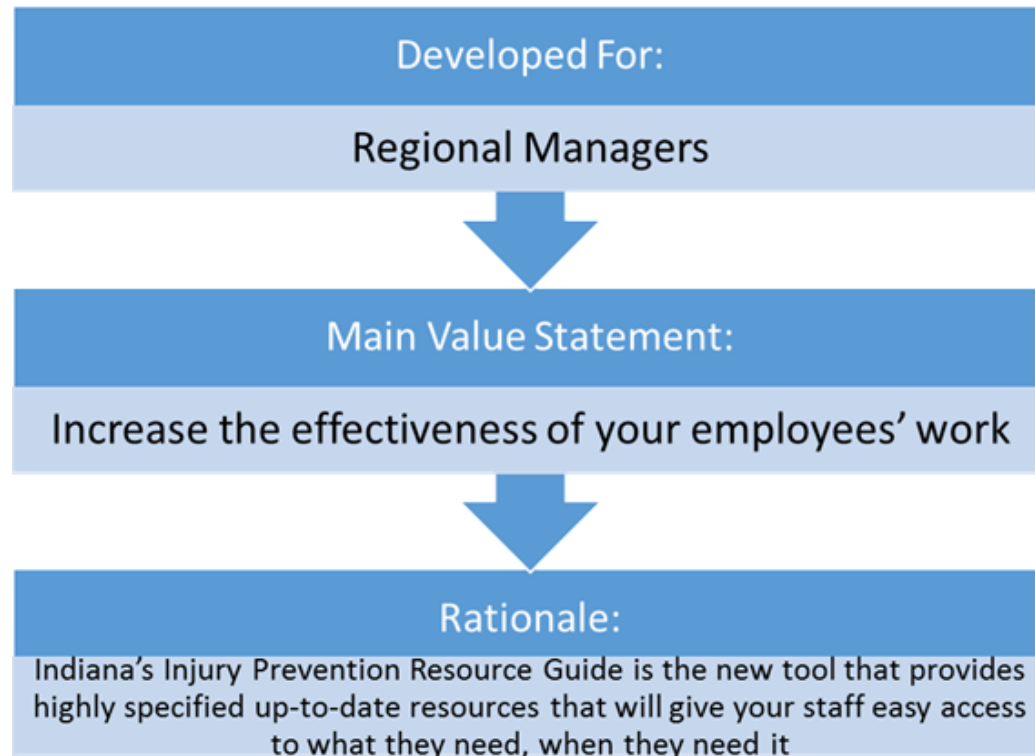
Survey Results

Do you see the new injury resource guide bringing value to your work specifically?

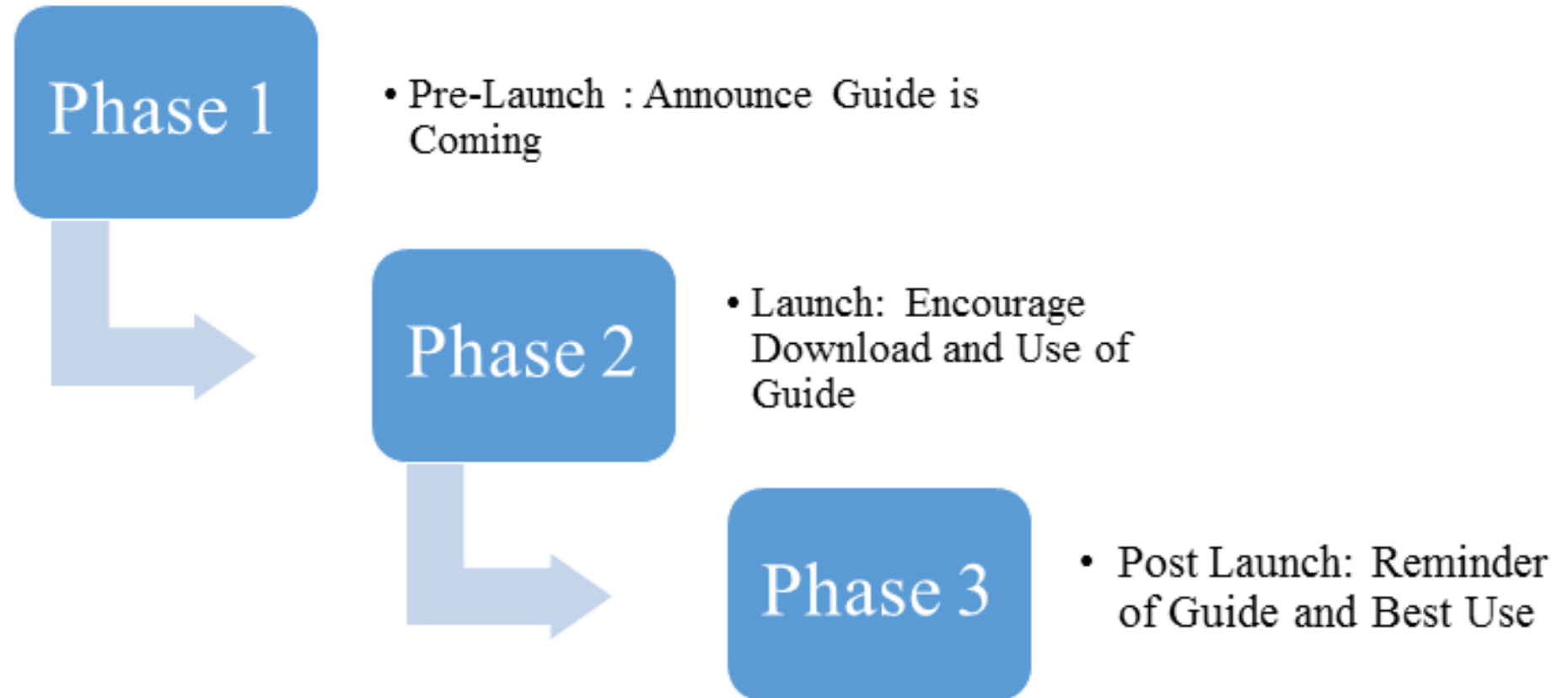


Message Concepts

- Make work more efficient with better resources
- Help protect families with better resources



Message Phases



Channels

- Website/Landing Page
- Email

DCS

The screenshot shows the Indiana State Department of Health (ISDH) website. The header includes the IN.gov logo, navigation links for various departments, and a search bar. The main content area features a sidebar with links to ISDH HOME, TRAUMA SYSTEM/INJURY PREVENTION, and a list of resources. The main content area highlights a new resource guide titled "NEW! INJURY PREVENTION RESOURCE GUIDE" and provides information about its purpose and availability. The footer includes social media links, a text reader, and contact information.

Sample Long Email with Full Detail



Protect the Families You Serve with Better Resources Access a new resource to help prevent injury and violence in Indiana

Dear DCS employee,

We know how important you are in protecting the children of Indiana. Our team, at the Indiana State Department of Health, has created an Injury Prevention Resource Guide for the state with sections focused on just that, **protecting children**. We hope this new resource helps you in your work with families.

We feel confident ISDH's Injury Prevention Resource Guide can provide you with data, research, and organizations to serve the families in Indiana. There are 17 trauma and injury topics in the resource prevention guide. By giving you more information and knowledge about the trauma and injury topics in Indiana, we feel confident you can help us reduce injury in the state. We feel several topics are especially relevant to your work at DCS, a few include:

- Infant Safe Sleep
- Child Maltreatment
- Bullying
- Child Passenger Safety and more

The Injury Resource Prevention Guide is available in PDF format. You can always access the information from the Indiana State Department of Health website ([LINK](#)). You can also download and save the file to your computer here: ([LINK](#)).

Thank you for all you do for Indiana's children and their families.

Sincerely,

Jessica Skiba, MPH
Injury Prevention Epidemiologist
Division of Trauma and Injury Prevention
Indiana State Department of Health

Evaluation Recommendations

Objectives:

- More than 30% of DCS employees accessing the digital resource guide within the first two months of dissemination.
- More than 60% of DCS employees accessing the digital resource guide within the first four months of dissemination.

Measurement:

- Email open rates can be tracked for pre-launch, launch, and post-launch.
- Access will be measured with number of downloads of the guide from landing page at 2 months and 4 months post-launch.

Timeline

DCS

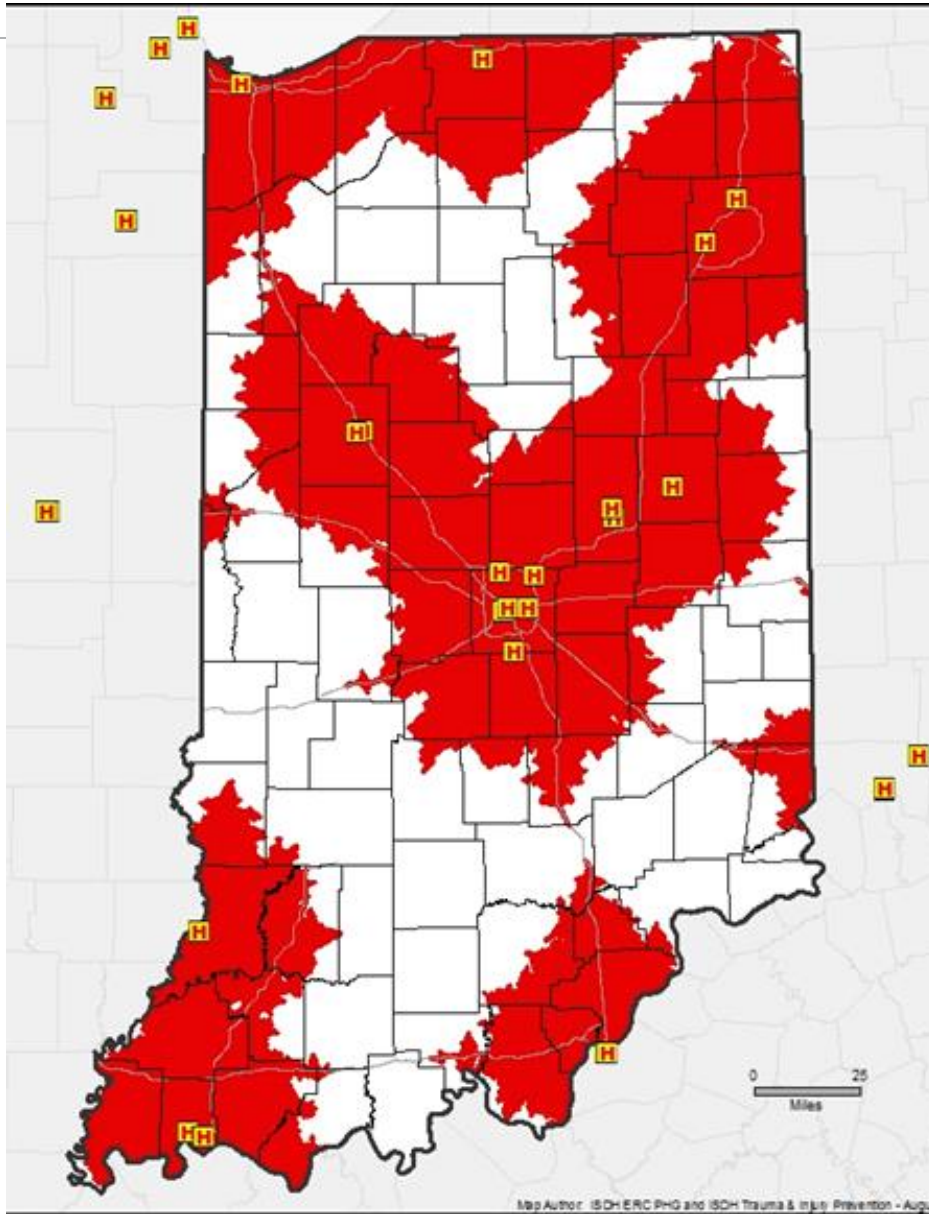
DCS Communication Plan Schedule		April	May	June	July	August	September	October
	Present plan	April 24						
	Roll out Guide			June 01				
	Launch Phases	Pre-Launch		Launch		Post-Launch		Evaluation
Email	Recommendation for process measure	1x Pre-Launch Email Focus: Guide is Coming (Case Mangers and Regional Managers)	2x Pre-Launch Email Focus: Guide is Coming (Case Mangers and Regional Managers)	2x Launch Email Focus: Guide is Here (Case Mangers and Regional Managers)	2x Launch Email Focus: Guide is Here (Case Mangers and Regional Managers)	2x Post-Launch Email Focus: How others are using guide/benefits (Case Mangers and Regional Managers)		Survey email to DCS employees asking for feedback regarding guide (include link to download if they haven't)
E-Newsletter (Bi-weekly Newsletter)	ISDH Newsletter reaching DCS/Affiliated Newsletters		Article Feature: Resource is coming/ what is the guide	Article Feature: How to use guide/download	Article Feature: download guide	Article Feature: download guide/ article in NCS Newsletter for Back to School Month		Article Feature: How others are using guide/tips
Internal Comm	DCS Meetings		Call in to scheduled staff meetings (by region to announce guide is coming)		Call in to scheduled staff meetings (by region to announce guide availability and encourage download)		Call in to scheduled staff meeting/ regional meeting to get feedback regarding guide's dissemination	

Emergency Departments



Objectives

- EDs use the Injury Prevention Resource Guide
- Assist in lowering injury-related ED visits
- Create a phased system in which this information can be used in training and daily routines



Target Audience

- Emergency Departments (N= 121) in the state of Indiana
- Hospital administration

Key Benefits

- Wide variety of injury-related topics and resources
- Multiple formats (print, electronic, etc.)
- Decrease time spent searching for resources
- Teach the public about injury prevention

Message Concepts

“Your access to injury prevention”

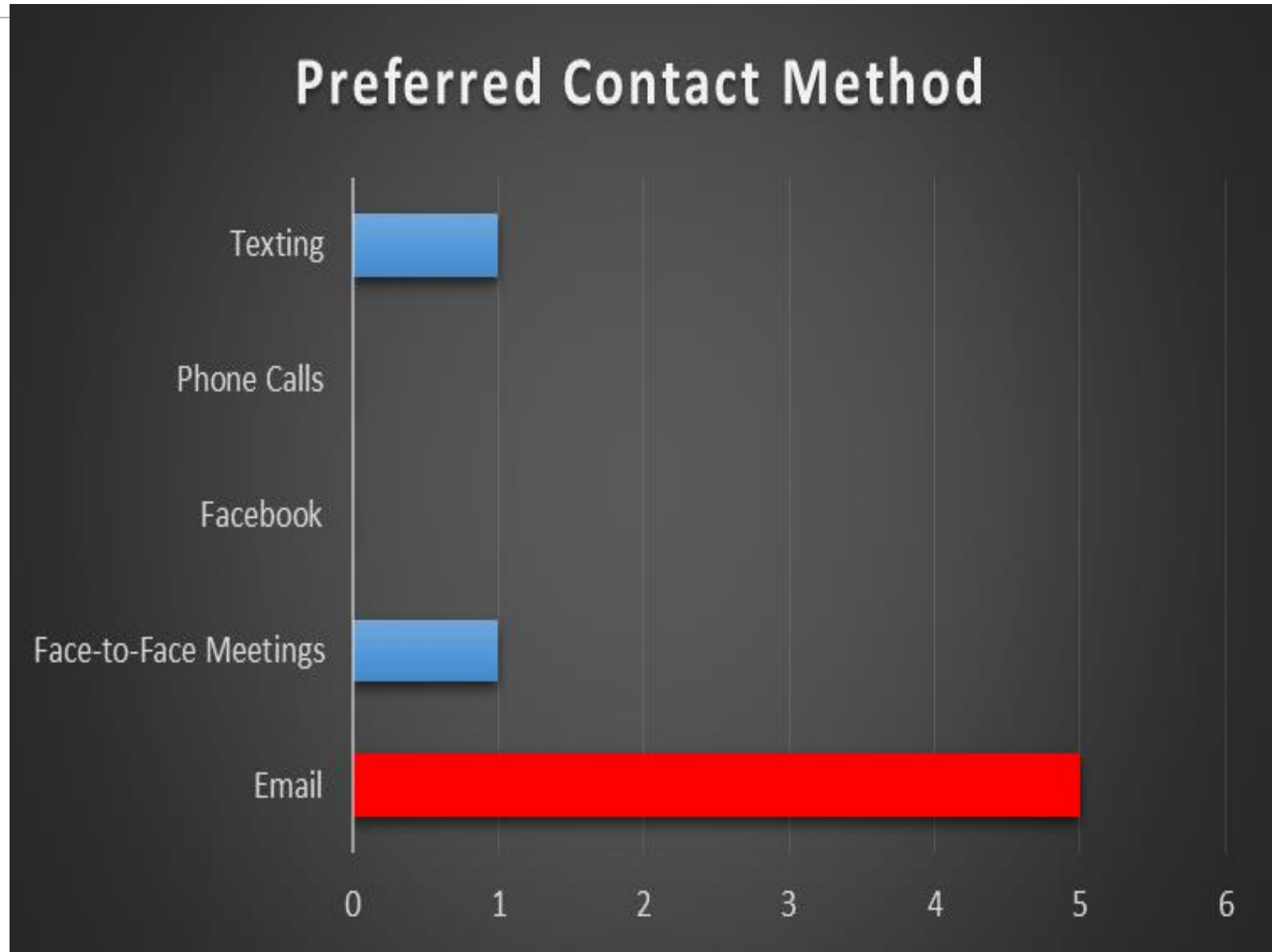
Information for injury prevention for your trauma center.

“Injury prevention at your fingertips”

A complete guide to all your injury prevention needs.

Common Channels

- Email
- F2F Meetings
- Facebook
- Phone Calls
- Texting



Publication Formats



Potential Partnerships



Phase I-

Pre-Implementation

Create training programs

IT support

(0-6 months)



Phase II-

Implementation

Staff training

Chart Review for usage

(6-12 months)



Phase III-

Evaluation

Chart and QI Review

(12-18 months)



IPAC

Target Audience

- Members of the Injury Prevention Advisory Council

Purpose

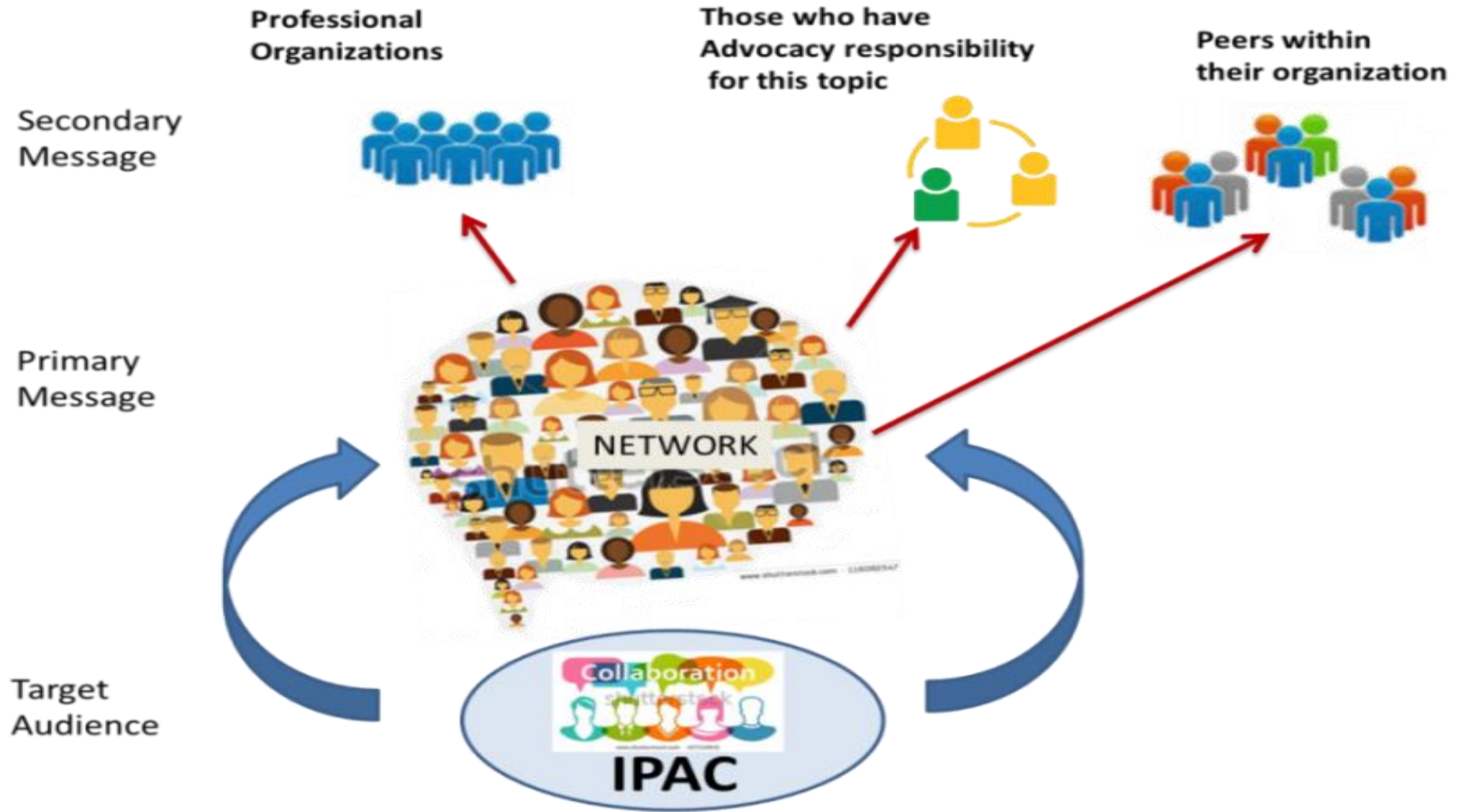
- Provide a communication plan that will support IPAC members in educating themselves and their networks about the resource guide

Focus

- Support IPAC chair in supporting IPAC members in outreach efforts
- Provide samples of “talking points” about specific injuries

Objective

- Encourage IPAC members to reach out to members of their professional networks, sharing the resource guide with them and recommending that they pass it along and use it



Key Benefit

- Reduce injuries in Indiana



Rationale

- This outreach project will facilitate conversations between IP professionals from different specialties, deepening their knowledge of the field in general

Message Concepts

- “We are in this together, help each other help make the work better”
- “The whole is more than the sum of its parts”

Message

“As a member of IPAC and a professional committed to reducing preventable injuries, you know that all injuries matter. By using, sharing, and talking about this guide with people in your network, you have the power to increase what people know about injuries and how to prevent them.”

IPAC

Channels

- Bi-weekly newsletter
- Email
- Website



Materials & Activities

- Talking point sheets
- Knowledge testing quizzes
- Final evaluation survey

Topic: Alcohol & Injury

Key Points:

- There were 1,646 deaths on average each year due to excessive alcohol use from 2006-2010 in Indiana.
- From 2003-2012, 2,210 people were killed in crashes involving an alcohol impaired driver, with 228 deaths occurring in 2012. (Alcohol-impaired driving fatalities indicate BAC .08g/dL or higher).

How is this topic related to your field of expertise?

How would you share it with others?

Write down your plan to approach these audiences

- Professional networks: (think about speaking engagements, membership outreach)
- Those who have Advocacy responsibility for this topic
- Peers within your organization (think about staff meetings, share the link to the PDF online)

Topic: Child Maltreatment

Key Points:

- In 2012, there were 20,223 unique victims of child maltreatment in Indiana at a rate of 12.7 per 1,000 children. Indiana is higher compared to the national rate of 9.2.1
- In 2012, 16.4% of child maltreatment cases were sexual abuse, 16.4% of child maltreatment cases were physical abuse, 16.4% of child maltreatment cases were neglect, 16.4% of child maltreatment cases were emotional abuse, and 16.4% of child maltreatment cases were other.

How is this topic related to your field of expertise?
How would you share it with others?

Write down your plan to approach these audiences

- Professional networks: (think about speaking engagements, membership outreach)
- Those who have Advocacy responsibility for this topic
- Peers within your organization (think about staff meetings, share the link to the PDF online)

Topic: Distracted Driving

Key Points:

- In 2012 there were a total of 35 drivers in fatal distracted driving crashes.
- 33% of high school students, including 67% of 12th graders reported having texted or emailed while driving a car or other vehicle at least once during the past month according to the 2011 Indiana Youth Risk Behavior Survey.

How is this topic related to your field of expertise?

How would you share it with others?

Write down your plan to approach these audiences

- Professional networks: (think about speaking engagements, membership outreach)
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How can you make a healthy habit stick?






A Use the buddy system

B Ask for support

C Make small, weekly goals

D All are correct

How can you make a healthy habit stick?

ANSWER: D. All are correct.

Making a lifestyle change can be hard, especially when you want to change many things at once. Just remember, creating healthy habits takes time. To improve your success, focus on one goal or change at a time. Find a friend, co-worker or family member to help keep you motivated and accountable, and even try to start the same healthy habit with you. For other tips for making it easier to achieve your treatment goals, [click here](#).

How others responded

Use the buddy system	A	62.5%
Ask for support	B	4.2%
Make small, weekly goals	C	4.2%
All are correct	D	29.2%

Evaluation Recommendations

- Gauge level of understanding through interactive quizzes in IPAC newsletter
- Reports of activity at IPAC meetings
- Post-plan survey of IPAC members on actions taken to disseminate the guide, who was reached, and how to improve the process

Implementation Timeline

- June: share guide and talking point sheets with IPAC members, get commitments to reach out to specific colleagues and peers
- July-August: Make, report, and support outreach efforts, online quizzes on content in newsletters
- August: Evaluation through quiz results and final survey

DTIP Communication Plan Schedule		April	May	June	July	August	September	October
	Present plan	April 24						
	Roll out Guide			June 01				
eNews (Bi-weekly newsletter)	suggested guide related topics		remind that Guide is coming	Injury month, tie to guide	Summer	Driving Back to school		
	Polling questions (online quizzes with immediate feedback with data collection for summary)			[One question each time, from guide]	[One question each time, from guide]	[One question each time, from guide]		
Internal Comm	IPAC Leadership			> Email to IPAC membership (Draft msg in comm plan package) > Learn from IPAC members who they hope to contact				
	IPAC Meetings						Ask about guide outreach (record comments)	
Results reporting	Recommendation for process measure					Survey IPAC re: outreach efforts		
	Recommendation for summative measure					Summarize results of online quizzes		



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IPAC

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Summary

- Diverse Target Audiences
- Key Recommendations
 - DCS: Focus on Protection
 - EDs: Injury Prevention at your Fingertips
 - IPAC: Your Commitment to Injury Prevention

Questions or Comments?

- For additional information, please contact
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